SPECTRUM
COMMUNICATIONS
YOUR TECHNOLOGY ADVOCATE

Tom Cordell
President
Spectrum Communications

IS YOUR TELECOMMUNICATIONS TECHNICIAN CERTIFIED?
IF NOT, YOUR VOICE & DATA SYSTEM COULD BE IN BIG TROUBLE

Spectrum Communications Explains Why

ALBUQUERQUE/SANTA FE, NM — June 28, 2007 —
Telecommunications is a very dynamic industry that is constantly being enhanced by new technology. The technology is changing so rapidly that it's vital for companies to ensure that their telecommunications provider stays on top of it. Unfortunately, too many businesses today continue to overlook this topic and do not ask a simple yet crucial question, "Is my telecommunication technician certified?" If the answer is a resounding yes, then you can probably put your mind at ease. However, if the answer is no, your company's vital voice and data system could be in for a very painful surprise.
Would you let a mechanic that wasn't properly trained work on your car? Probably not. So why not treat your voice and data system with the same care. It is just as important to make sure that your provider's technicians understand the details behind their technology so they can properly install, service, and maintain your system to ensure its future reliability.
All too often businesses experience damaging affects by providers who don't understand the technology they sell. The most common include:

- Lost revenue due to system downtime
- Increased costs from making repairs
- Permanent damage to system components
- Inability to effectively run the business

In order to combat these types of problems, leading telecommunications providers such as New Mexico's Spectrum Communications incur substantial costs to guarantee that highly certified industry technicians are tending their clients' voice and data systems.
Spectrum Communications requires hours of rigorous educational training for sales people, management and most importantly technicians, so they can fully understand today's state-of-the-art voice and data systems. Spectrum Communications believes certification is an extremely valuable investment for both their employees as well as each one of their clients.
Tom Cordell, president of Spectrum Communications, said that its service technicians are comprised of professionals who enjoy being in the forefront of new emerging technologies. Their dedication, combined with the body of knowledge acquired from certified trainings, ensures Spectrum Communications's customers that their voice and data system will be serviced quicker, faster and better, all in a cost-effective manner.
"Spectrum Communications understands that it takes a high level of commitment and dedication to provide our technicians with the latest education and certification on convergent technologies," said Cordell. "Our customers can rest assured that when one of our technicians comes to their place of business to service or repair a voice and data system, that they will be able to diagnose the problem quickly and provide unsurpassed service in a timely and cost-effective manner."
Cordell said service technician training and certification benefits the end-user. "Today, when our clients require service assistance they can expect less downtime for their telecom system, which translates into greater revenue for their business."
So if you don't know the answer regarding your technician's level of certification it may be time to ask. It's much easier to prevent problems from occurring than take your chances with technicians who are less than knowledgeable about their technology.

ABOUT SPECTRUM COMMUNICATIONS

Founded in 1985, Spectrum Communications is a locally owned, full-service technology company servicing New Mexico with offices in Santa Fe (505) 474-4100 and Albuquerque (505) 888-6464. As technology marches on, digital voice and data networks have "converged" into integrated computer/telecommunications systems that offer many advantages versus traditional analog telephone systems. By employing these latest technological advances, businesses will help to ensure their success – improving their productivity and increasing their "bottom line".

Spectrum Communications evaluates the communications needs of its customers/partners and implements customized state-of-the-art technology solutions. Through emerging technology we help our clients gain a competitive edge and increase their revenues.

To implement these solutions, Spectrum Communications employs staff who are licensed and certified and are experienced in the installation and repair of low-voltage cabling, traditional telephone and voice mail systems. Spectrum holds a New Mexico Contractor license and is insured and bonded. Spectrum is a Microsoft Partner and a certified dealer for ShoreTel (pure VOIP solutions), NEC (converged solutions) and Vodavi (traditional), offering communications systems that can accommodate large VoIP solutions with multiple sites. Customers are thoroughly trained in every component of their system by Spectrum Communications highly experienced customer service team.

The company's local dispatch center delivers round-the clock service to ensure system reliability. Spectrum Communications also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Spectrum Communications, call (505) 474-4100 or visit www.spectrum-nm.com.